

## CLAIMS

1. An antenna apparatus comprising  
an antenna having a core around which an insulative covered conductor is wound, wherein  
the core comprises a magnetic core and a wiring layer which are laminated on each other, and  
the magnetic core is made of flexible soft magnetic material.
2. The antenna apparatus according to claim 1, wherein  
the wiring layer is formed on a printed board.
3. The antenna apparatus according to claim 1, wherein  
the core is provided with an extending portion which outwardly extends from a coiled section around which the insulative covered conductor is wound, and  
an electronic component is mounted on the extending portion.
4. The antenna apparatus according to claim 1, further comprising an electricity control section which permits and prohibits energization to the wiring layer depending upon an operation state of the antenna.